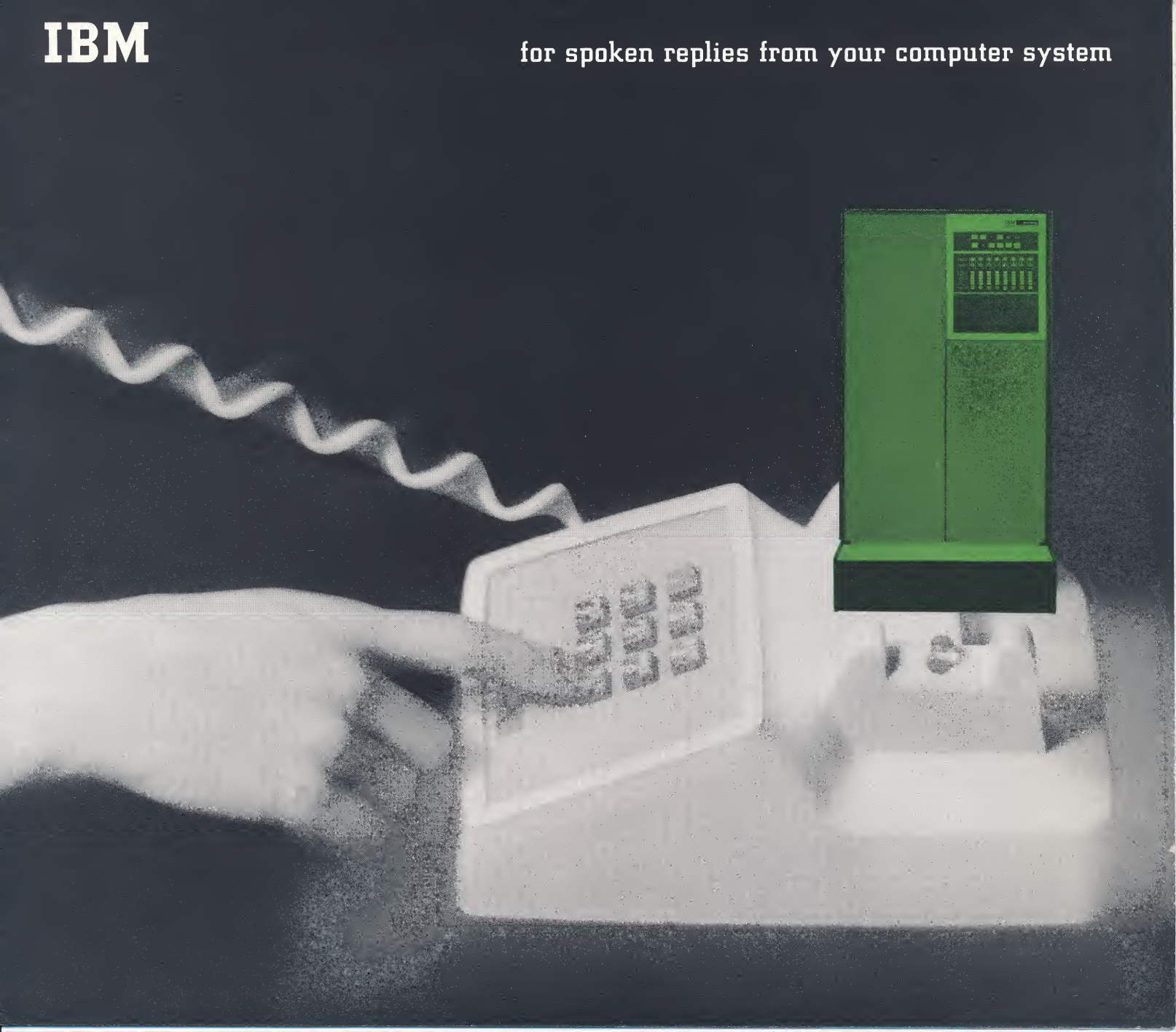
IBM

for spoken replies from your computer system



When you dial the computer—a voice answers you. This is IBM's dramatic answer to the increased business need for direct, prompt and accurate replies to inquiries.

Now . . . the people in your business who need immediate answers to specific inquiries have a direct line to the computer source of that information.

Now . . . wherever there are acceptable common carrier telephone facilities, you simply pick up a telephone, dial an inquiry, and get back a spoken reply via the IBM 7770 and IBM 7772 Audio Response Units—in seconds.

Management shapes the answer

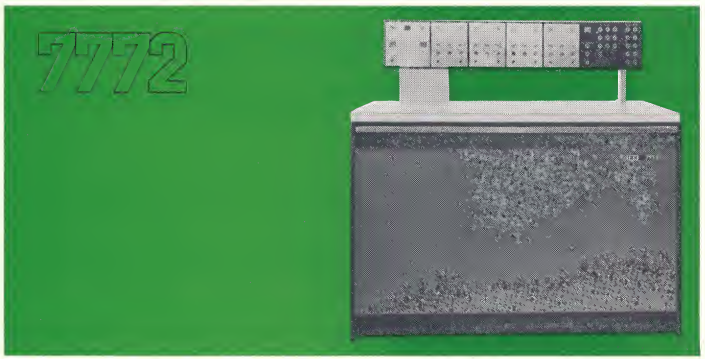
What the Audio Response Units can "say" is determined by your requirements. You can choose a vocabulary tailored to your business needs . . . change and/or expand the stored vocabulary as required . . . limit inquiries to authorized personnel.

Versatility

The 7770 can be attached to any of the following systems using direct access storage: The IBM 1401, 1440, 1460 or 1410/7010 Data Processing Systems, and the recently announced System/360. When the direct access storage files are not engaged in handling data inquiries, they may be used for other applications.

The 7772 can be attached only to the System/360. The functions of both Audio Response Units are basically the same.

The 7770
- handles vocabulary sets of 32, 48, 64 or 128 words.
- permits expansion of the four basic input/output message lines—in increments of four lines—up to 48 message lines.



The 7772
- handles two input/output message lines which can be expanded—in increments of two lines—up to eight message lines.
- provides output for up to four simultaneous messages.
- replies from any number of commercial and industry-oriented words in the stored library.

In addition to acceptable standard telephone facilities, inquiries can be made from any location by the IBM 1001 Data Transmission Terminals or similar terminals. The 7770 and 7772 with their abilities to perform inquiry/answer operations in seconds, are dynamic additions to IBM's wide choice of fast, efficient Tele-processing systems.

How does audio response work?

The calling party connects to the Audio Response Unit at the computer simply by dialing on a telephone linked to the system. The inquiry—generated by an IBM 1001 Data Transmission Terminal, push button telephone or other suitable devices—is transmitted to the 7770 or 7772, held until the request is complete, then sped to the central processing unit of the appropriate data processing system. The computer processes the data, composes a coded response and returns the message to the 7770 or 7772.

The Audio Response Unit handling the message then interprets the coded reply . . . selects the proper word or phrase from its prerecorded stored vocabulary... and tells the inquirer what he wants to know.

Advantages
1. Use of telephone terminals—low cost, remotely located and multi-purpose.
2. Eliminates time and effort of manual record searching.
3. Succinct, precise voice answers to specific inquiries.
4. Provides a direct link between current vital information and those who need it.
5. Reduces the possibility of mishandling or misinterpreting urgent requests for information.

Applications with a need for speed

Here are a few of the many areas in which the 7770 or 7772 can satisfy your business need to know . . . now

Manufacturing industries
- Order Entry
- Job Status
- Parts Inquiries
- Inventory Control

Retail stores
- Credit Inquiries
- Stock Status
- Merchandise Control
- Order Inquiries
- Credit and Collection Inquiries

Hotels and motels
- Reservations Inquiries

Hospitals
- Laboratory Report Inquiries
- X-Ray Results
- Patients' Characteristics
- Patients' Locations

Insurance companies
- Policy Inquiries

Educational institutions
- Substitute Teacher Assignments

For more details concerning IBM Audio Response Units, contact your local IBM sales representative.

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